

Report overview

This report helps you to optimize the web page "http://www.petinsurancepro.com/" for a high ranking on Google.com for the search term "pet health insurance".

Your web page



<http://www.petinsurancepro.com/>

Title: Pet Health Insurance - Cheap Pet Insurance - Dogs and Cats

Description: Best Pet Health Insurance - Compare Cheap Pet Insurance for Pet Cats and Dogs and Check Veterinary Care Coverage Before Signing the Policy. Finding a pet health insurance company that you can trust is difficult. Our users will share their experiences with you so you can make a better choice.

Your competitors for the search term "pet health insurance" on Google.com

1



<http://www.petinsurance.com/>

Title: Veterinary Pet Insurance (VPI) - Dog Insurance, Cat Insurance, Pet Health Insurance

Description: Official site of Veterinary Pet Insurance, the nation's trusted choice for dog and cat health insurance. Over 1 million pets already insured with VPI.

2



<http://www.aspcapetinsurance.com/>

Title: Pet Insurance for Cats and Dogs - ASPCA Pet Health Insurance

Description: As part of our mission, we're proud to offer ASPCA Pet Health Insurance. ASPCA Pet Health Insurance helps you pay your veterinary bills, so you can avoid a cruel choice between your pet's well being and your personal finances.

3



<http://www.petsbest.com/>

Title: Pet Insurance for Dogs and Cats from Pets Best

Description: Affordable pet insurance pays 80% of vet bills without a complicated reimbursement schedule, policies as low as \$19/mo. Get an instant quote Today!

4



<http://www.petshealthplan.com/>

Title: Pet Health Insurance - Free Online Quotes, Enroll Online, Online Client Resources and Pet Insurance Research Center

Description: Pet Health Insurance for Dogs and Cats from The Hartville Group

5








<http://www.embracepetinsurance.com/>

Title: Embrace - Veterinary Pet Health Insurance for Your Dog or Cat

Description: Embrace Pet Health Insurance helps you manage unexpected veterinary bills. Embrace protects cats and dogs from accidents, illnesses, breed-specific conditions, and

Your competitors for the search term "pet health insurance" on Google.com

		more. Based in the USA.
6		<p>http://www.petcareinsurance.com/</p> <p>Title: Pet Insurance for your Dog or Cat - PetCare Pet Insurance</p> <p>Description: Comprehensive Pet Insurance programs for your dog or cat. Flexible and Affordable Pet Health Insurance</p>
7		<p>http://vetmedicine.about.com/cs/insuranceinfo/a/pethealthinsura.htm</p> <p>Title: Pet Health Insurance - Veterinary Medicine</p> <p>Description: Is pet insurance worth it for your pet? What is the difference between an insurance plan and a wellness plan? Are pre-existing conditions or senior animals covered? Find out what is available and learn what questions to ask when searching for the best plan for your pet and lifestyle in this introductory article.</p>
8		<p>http://www.purinacare.com/</p> <p>Title: Pet Insurance: Pet Health Insurance Quotes from PurinaCare</p> <p>Description: With PurinaCare^{vet} pet insurance, you can offer your pet a lifetime of health and happiness. Discover the advantages our pet health insurance plans and request pet insurance quotes for your four-legged friends at PurinaCare.com.</p>
9		<p>http://www.sheltercare.com/</p> <p>Title: ShelterCare Pet Insurance</p> <p>Description: ShelterCare Insurance programs starting at less than \$10 a month. Both dog insurance and cat insurance in Canada and the USA. Flexible and Affordable Pet Health Insurance.</p>
10		<p>http://www.petsecure.com/</p> <p>Title: Pet Insurance Dog Cat Pet Health Insurance Canada</p> <p>Description: Being a member of Petsecure pet insurance is like having group health benefits for your pet. That means that whatever level of pet insurance coverage you choose, you'll be reimbursed for up to 80% of your veterinary fees including x-rays, hospitalization, surgery, prescriptions and even dental procedures. That's why since 1989, thousands of Canadian pet parents have relied on Petsecure pet insurance.</p>

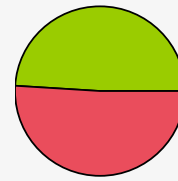
Analyzed search terms

1. pet health insurance
2. pet
3. health
4. insurance

Top 10 Ranking Requirements Score

Top 10 Ranking Requirements Score

49%



The web page www.petinsurancepro.com meets only 49% of the requirements for a top 10 ranking on Google.com for the search term "pet health insurance".

It is not likely yet that the web page will get a top 10 ranking for "pet health insurance" on Google.com. Try to achieve at least 95% and improve the link popularity of www.petinsurancepro.com.

Note that not all ranking factors are weighted equally, and that there are some ranking factors that cannot be taken into account because search engines do not reveal the necessary data.

Search engine ranking factors performance

Ranking Factor Importance	Factors Passed	Factors Failed
Essential (weighted most):	20	8
Very Important:	10	1
Important:	30	14
Moderately Important:	38	13
Slightly Important:	19	13
Total:	117	49

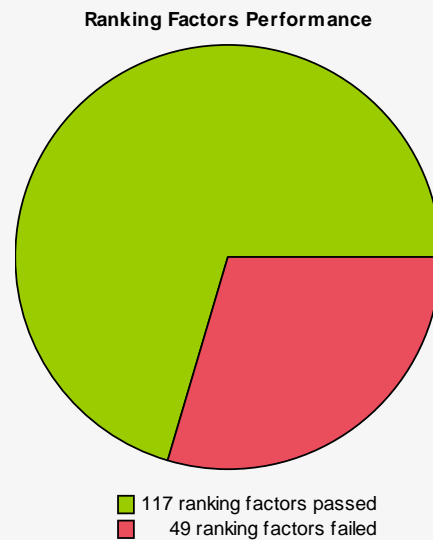


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Keyword use in document title

Essential

The document title is the text within the <title>...</title> tags in the HTML code of your web page. This chapter tries to find out how to use the search term "pet health insurance" in the document title and if it's important for Google.com.

Example: <title>Your web page title</title>

Their contents

Rank	Keyword use in document title
1	Veterinary Pet Insurance (VPI) - Dog Insurance , Cat Insurance , Pet Health Insurance
2	Pet Insurance for Cats and Dogs - ASPCA Pet Health Insurance
3	Pet Insurance for Dogs and Cats from Pets Best
4	Pet Health Insurance - Free Online Quotes, Enroll Online, Online Client Resources and Pet Insurance Research Center
5	Embrace - Veterinary Pet Health Insurance for Your Dog or Cat
6	Pet Insurance for your Dog or Cat - PetCare Pet Insurance
7	Pet Health Insurance - Veterinary Medicine
8	Pet Insurance: Pet Health Insurance Quotes from PurinaCare
9	ShelterCare Pet Insurance
10	Pet Insurance Dog Cat Pet Health Insurance Canada

Your contents

Pet Health Insurance - Cheap **Pet Insurance** - Dogs and Cats

Advice for your document title

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 60%	33%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 3	2	OK	OK
Keyword density:	10% to 33%	22%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 20%	11%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 4	2	OK	OK
Keyword density:	10% to 36%	22%	OK	OK

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of	2 to 7	5	OK	OK

Advice for your document title

Search term: "pet health insurance"

keywords:				
Keyword density:	10% to 22%	19%	OK	OK

Global link popularity of web site

Essential

The global link popularity measures how many web pages link to your site. The number of web pages linking to your site is not as important as the quality of the web pages that link to your site.

All major search engines take the quality and the context of the links into account. Search engines assume that your web page must offer relevant content if many quality sites link to it.

Number of inbound links according to these search engines (the more the better)

	Alexa	Google.com	Yahoo.com	Peak Value
To Your Site:	91	14	2,501	2,501
To Site 1:	605	323	10,856	10,856
To Site 2:	96	40	1,519	1,519
To Site 3:	288	129	4,485	4,485
To Site 4:	86	8	2,142	2,142
To Site 5:	158	78	4,667	4,667
To Site 6:	188	76	5,693	5,693
To Site 7:	n/a	291	122,495	122,495
To Site 8:	40	92	2,068	2,068
To Site 9:	396	313	10,416	10,416
To Site 10:	52	287	45,264	45,264
Range:	40 to 605	8 to 323	1,519 to 122,495	1,519 to 122,495

Advice for the global link popularity

In average, less web pages link to your page than to the top ranked pages. The average link popularity of the top ranked pages is 19,055, the link popularity of your web page is 2,501. You must increase the number of web pages from different domains that link to your web site. Keep in mind that all search engines also evaluate the link texts and the quality of the web pages that link to your web site.

<<

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

Google can find at least as many web pages linking to your page as to the top ranked pages. This meets the basic requirements for getting high rankings on Google.

<

Link texts of inbound links

Essential

Inbound links are links from other web sites to your site. If many other sites link to your site, then search engines consider your site to be important. However, the number of links is not as important as is the relevance of the linking page and the link text used in linking to your site.

This chapter lists a sample of the web pages that link to your site, along with the link text. Note that search engines do not reveal all inbound links to your site.

The more inbound link texts are analyzed, the more meaningful is the quality of the advice. To get statistically significant results, you should analyze at least 50 inbound link texts. You can change the number of analyzed inbound link texts by selecting Top 10 Optimizer > Report Contents > Link Popularity.

Sample of the web pages that link to your site

Linked Text	Linked URL	Web Page That Links To Your Site
[empty]	http://www.petinsurancepro.com	http://www.mrieck.com/
banfield pet insurance	http://www.petinsurancepro.com/what-you-must-know-about-banfield-pet-insurance-a-review/	http://www.4luvofdog.com/prior_news.html
http://www.petinsurancepro.com	http://www.petinsurancepro.com	http://articles.directorym.net/Diamond_Pet_Food_Indianapolis_IN-r1008357-Indianapolis_IN.html
http://www.petinsurancepro.com	http://www.petinsurancepro.com	http://articles.directorym.net/Online_Pet_Stores-a996425.html
http://www.petinsurancepro.com/	http://www.petinsurancepro.com/	http://articles.directorym.net/How_to_Avoid_Cat_Dental_Problems_Indianapolis_IN-r996471-Indianapolis_IN.html
http://www.petinsurancepro.com/	http://www.petinsurancepro.com/	http://www.4luvofdog.com/prior_news.html
Pet Insurance Pro	http://www.petinsurancepro.com	http://www.superblogdirectory.com/rate.php?id=24177
Pet Insurance Pro	http://www.petinsurancepro.com/	http://michaelschaffer.net/2009/01/sleeping-with-the-enemy/
Pet Insurance Pro	http://www.petinsurancepro.com/	http://www.allthingsfrugal.com/medical_insurance_for_pets.htm
VIP Pet Insurance	http://www.petinsurancepro.com/vip-pet-insurance/	http://www.allthingsfrugal.com/medical_insurance_for_pets.htm

Advice for the link texts of inbound links

To get a high ranking on Google.com, make sure that the web pages that link to your site use the search term "pet health insurance" in their link texts. The more links to your web site contain "pet health insurance" (or a part of it) in the link text, the more likely it is that your web site will get a high ranking on Google.com for that search term.

It is advisable to use different but related keywords for the link texts. If all links to your web site use exactly the same link text, then Google.com might lower your rankings because of unnatural linking patterns.

In addition, the quality and reputation of the web pages that link to your site is very important to the search engines.

To get more quality links pointing to your site, use IBP's directory submission tool and IBP's link management tool. (You can remove all references to IBP in the IBP Business Edition.)

At least 10% of the analyzed inbound link texts contain the search term "pet health insurance". This is good.

OK

At least 20% of the analyzed inbound link texts contain the search term "pet health insurance". This is good.

OK

Advice for the link texts of inbound links

At least 40% of the analyzed inbound link texts contain the search term "pet health insurance". This is good.

OK

At least 60% of the analyzed inbound link texts contain the search term "pet health insurance". This is good.

OK

At least 80% of the analyzed inbound link texts contain the search term "pet health insurance". This is good.

OK

Keyword use in body text

Essential

The body text is the text on your web page that can be seen by people in their web browsers. It does not include HTML commands, comments, etc. The more visible text there is on a web page, the more a search engine can index. The calculations include spaces and punctuation marks.

Your contents

Pet Health Insurance More Than **Pet Insurance** | Vet **Pet Insurance** Comparison **pet insurance** home archives privacy policy contact articles about RSS Categories AKC **Pet Insurance** All About **Pet Insurance** Cat **Insurance** Dog **Insurance** Exercises for **Pets** Finding **Pet** Names How To - **Pets Insurance** Companies **Pet** Accessories **Pet Health** Forms **Pet Health** Options **Pet Insurance** Reviews **Pet** Meds **Pet** Nutrition Advice **Pet** Sitting **Pet** Training Purchase a **Pet** Tortoise **Pet Insurance** Trupanion **Pet Insurance** VPI **Pet Insurance** **Insurance** Cloud Puppy **pet insurance** price **pet health** questions banfield **pet insurance** cheap **pet insurance** Vet **pet** fish names vpi tesco **insurance health pet health** care **pet health insurance** Nutrition Cat **Insurance** **Pet Insurance** Reviews **Pet** Accessories **pet insurance** Dog **Insurance** rare **pet** names rate **pet insurance** Finding **Pet** Names **pet insurance** coverage **pet** coverage **Pet** Sitters banfield wellness plan training VPI **Pet Insurance** vip **pet insurance** dog aspcas **pet insurance** Books on **Pets** cheap cat **insurance** cheap **insurance** tesco **pet insurance** **insurance** coverage Admin Log in **Pet Health Insurance** **Pet Health Insurance** That You Can Understand Have you ever spent time reading the **pet insurance** policy and any other **insurance** policy for that matter?

A **pet health insurance** is no different than most other **insurance** packages as it is basically a service that will cost you a monthly (or quarterly) fee in exchange for some security of not having to pay the bill (or all the bill) if you **pet** dog or **pet** cat is in an accident or gets ill and needs treatment and medication. The **pet insurance** companies have hired a bunch of smart people that will sit down with each of the individual **pet health insurance** products and calculate the risk of those particular incidents happening in your area and with the specific breed of cat or dog that you own and then come up with a price for that particular **pet insurance** package.

Whatever the results might be it will always be in favor of the **insurance** company as that is the way that they are making a profit. There are a lot of different **pet health insurance** plans ranging from the very cheap plans where you will have to pay for most of the things yourself and only if something really seriously happens you might be able to get a part of the hospital bill covered by the **insurance** company. Plans like these are great if you can't afford to pay for larger monthly fees but it is also important that you know that you are only covered with the most basic package there is and in many cases you will not get paid as the incident or the illness that occurs with your cat or dog will not be something that the particular plan covers.

On the other side of the scale you will find the premium **pet health insurance** plans that will cover almost any thinkable illness or accident and you might even be able to find a **pet insurance** plan that will pay for wellness treatments for your **pet** cat or **pet** dog. The thing to remember with this type of plans is that they will also be rather costly and if your **pet** is lucky and never gets ill or is in an accident then you will have sent a lot of money to the **insurance** company and not had very much in return.

But again... that is the way **insurance** coverage works. But what **pet health insurance** should you choose then? The reason we created this website is that the **pet insurance** business is a jungle for the ordinary (wo)man to figure out. It is filled with a lot of legal terms and tons of slick salespeople and constant commercial bombardment. So what is real and what is not? Who can you trust when all companies are only trying to make money from having you as a customer? **PetInsurancePro.com** is meant to answer the questions you will have on **pet health insurance** but not in the way that normal **pet** websites do it.

Instead we have spent time looking at the different **pet insurance** companies and their websites and with the help of our loyal readers and their comments the site is now filled with the best advice you can get: It is free and it comes from people that are (or have been) actual customers with the different **pet insurance** companies like VPI and ASPCA. Our hope is that you will share your views and comments as well so that everyone will benefit from each others experiences and together find out what **pet health insurance** plans and companies that is currently the best to sign a deal with.

It is only suggestions What you must understand is that there are no right or wrong answers in this game as it is constantly changing. Some companies will improve and others will stay the same or maybe even get worse. There is nothing new about this fact and it will keep being this way forever. But the reason that it is important to bring to your attention is that you might find reviews and comments that state one thing (good or bad) but if that comment is years old a lot of things could have changed since then.

Another important thing to keep in mind is that the comments on the actual **pet insurance** companies and plans are based solely on the commenter's own personal opinion and views. This is normally a good thing and what you really want to know instead of some sleazy sales pitch but sometimes it might not be as objective as you might want it to be. If people find themselves in a situation where the **insurance** company will not pay for something (even if they are right in not doing so) some people will become angry and try to blame it on the **insurance** company.

I'm not saying that the **insurance** company is always right (far from it) but you will need to read what is written between

Your contents

the lines and if in doubt then ask. Many of the regular readers will comment and try to answer questions that you might have about different types of **pet health insurance** with the different companies out there. Again it will be based on opinions and actual situations but it will still be better than the picture you'll get from seeing a commercial in television. Search It! Recent Entries Why Some Tortoise **Pet Insurance** Policies are Worthless The 3 Tortoise **Pet Insurance** Secrets Why You Should Check **Pet Insurance** Companies Out an Not Rely Solely On Your VET 90% Discount On **Pet Medication** Cheap **Pet Meds** | Be Careful or Get **Pet Insurance** No Such Thing as a VIP **Pet Insurance** VIP Dog **Insurance** has some drawbacks Buy **Pets Health Insurance** Before It Is Too Late VIP **Pet Health Insurance** Transforms Your **Pet** Into a Real VIP Why People Don't Like Banfield **Pet Insurance** All That Much Visit the archives for more!

Popular Articles VIP **Pet Insurance** Cheap Cat **Insurance** Banfield **Pet Insurance** PetCare **Insurance** Review ASPCA **Insurance** VPI **Pet Insurance** **Pet Health Insurance** Cheap **Pet Insurance** n 2009 **Pet Health Insurance** — Sitemap

Advice for your body text

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	15	Use the search term "pet health insurance" at most 10 times.	<<
Keyword density:	0% to 3%	4%	The keyword density is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density.	<<
Number of words:	242 to 957	1,194	You should use less words. Use at most 957 words.	<<

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	10 to 57	85	Use the search term "pet" at most 57 times.	<<
Keyword density:	3% to 9%	7%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	2 to 25	21	OK	OK
Keyword density:	0% to 3%	2%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	8 to 38	78	Use the search term "insurance" at most 38 times.	<<
Keyword density:	2% to 4%	7%	The keyword density is too high. It should be 4% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	23 to 110	184	Use the keywords "pet", "health" or "insurance" at most 110 times.	<<
Keyword density:	2% to 5%	5%	OK	OK

Age of web site

Very Important

Spam sites often come and go quickly. For this reason, search engines tend to trust a web site that has been around for a long time over one that is brand new. The age of the domain is seen as a sign of trustworthiness because it cannot be faked. The data is provided by Alexa.com (or Archive.org if Alexa.com does not have data about a site).

Dates of the domain registration or of the first contents

	URL	Registration Date
Your Site	http://www.petinsurancepro.com/	Wednesday, May 16, 2007
1	http://www.petinsurance.com/	Monday, January 27, 1997 (oldest domain)
2	http://www.aspcapetinsurance.com/	Wednesday, October 04, 2006 (newest domain)
3	http://www.petsbest.com/	Friday, May 09, 2003
4	http://www.petshealthplan.com/	Friday, May 12, 2000
5	http://www.embracepetinsurance.com/	Friday, August 08, 2003
6	http://www.petcareinsurance.com/	Thursday, February 11, 1999
7	http://vetmedicine.about.com/cs/insuranceinfo/a/peth_ealthinsura.htm	Friday, March 12, 1999
8	http://www.purinacare.com/	Tuesday, February 20, 2001
9	http://www.sheltercare.com/	Tuesday, November 20, 2001
10	http://www.petsecure.com/	Saturday, September 18, 2004
Range	Monday, January 27, 1997 to Wednesday, October 04, 2006	

Advice for the web site age

The older your web site, the better it is for your rankings on Google.com. Your web site appears to be not very old so you must compensate by improving other search engine ranking factors.

<<

Keyword use in H1 headline texts

Very Important

H1 headline texts are the texts that are written between the <h1>...</h1> tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.com, too.

Example: <h1>your very big headline text</h1>

Your contents

No.	H1 Heading Text
1.	Pet Health Insurance

Advice for your H1 headline texts

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 100%	100%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 40%	33%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 33%	33%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 33%	33%	OK	OK

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	3	OK	OK
Keyword density:	0% to 33%	33%	OK	OK

Keyword use in domain name

Important

The domain name is the main part of the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the domain name.

Example: "your-keyword" is the domain name of <http://www.your-keyword.com>

Their contents

Rank	Words In Domain Name	URL
1	petinsurance	http://www.petinsurance.com/
2	aspc petinsurance	http://www.aspcapetinsurance.com/
3	petsbest	http://www.petsbest.com/
4	petshealthplan	http://www.petshealthplan.com/
5	embrace petinsurance	http://www.embracepetinsurance.com/
6	petcareinsurance	http://www.petcareinsurance.com/
7	vetmedicine about	http://vetmedicine.about.com/cs/insuranceinfo/a/pethealthinsura.htm
8	purinacare	http://www.purinacare.com/
9	sheltercare	http://www.sheltercare.com/
10	petsecure	http://www.petsecure.com/

Your contents

petinsurancepro (Domain name: "**petinsurancepro.com**")

Advice for the domain name

The domain name petinsurancepro.com contains only a part of the search term "pet health insurance". This is acceptable.



Keyword use in page URL

Important

The page URL is the part after the domain name in the web page address. This chapter tries to find out if Google.com gives extra relevance to search terms within the page URL. Separate your search terms in the page URL with slashes, dashes or underscores.

Example: "keyword/another-keyword.htm" is the page URL of <http://www.domain.com/keyword/another-keyword.htm>

Their contents

Rank	Words In Page URL	URL
1	[no words]	http://www.petinsurance.com/
2	[no words]	http://www.aspcapetinsurance.com/
3	[no words]	http://www.petsbest.com/
4	[no words]	http://www.petshealthplan.com/
5	[no words]	http://www.embracepetinsurance.com/
6	[no words]	http://www.petcareinsurance.com/
7	cs insurance info a pethealth insura	http://vetmedicine.about.com/cs/insuranceinfo/a/pethealthinsura.htm
8	[no words]	http://www.purinacare.com/
9	[no words]	http://www.sheltercare.com/
10	[no words]	http://www.petsecure.com/

Your contents

[no words] (no page URL because you analyzed your homepage)

Advice for your page URL

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "pet" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "pet" but this is optional.	<

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "health" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "health" but this is optional.	<

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "insurance" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "insurance" but this is optional.	<

Advice for your page URL

Search term: "pet health insurance"

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use one of the keywords "pet", "health" or "insurance" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the keywords "pet", "health" or "insurance" but this is optional.	<

Links from social networks

Important

On social network sites, people decide which web sites are popular. This means that the popularity on social network sites cannot be easily influenced. For this reason, search engines might trust web sites more if they are popular on social networks. ("n/a" means "data not available".)

Links from social networks (the more the better)

	Del.icio.us	Digg	Total
To Your Site:	1	9	10
To Site 1:	197	9	206
To Site 2:	28	0	28
To Site 3:	35	12	47
To Site 4:	20	0	20
To Site 5:	34	2	36
To Site 6:	61	2	63
To Site 7:	16	5,878	5,894
To Site 8:	3	0	3
To Site 9:	16	0	16
To Site 10:	8	0	8
Range:	1 to 197	0 to 5,878	3 to 5,894

Advice for the links from social networks

In average, less web pages link to your page than to the top ranked pages on these social networks. The average link popularity of the top ranked pages is 574, the link popularity of your web page is 10. You must increase the number of web pages that link to your web site on these social networks.

<<

Server speed

Important

Popular web sites often have faster server response times compared to smaller unimportant sites. In addition, most search engines index more pages from fast web sites. This chapter shows you how long it takes on average for web pages on the top ranked sites to load. The data is based on the average server speed of the last 30 days and is provided by Alexa.com ("n/a" means that Alexa.com does not have data about your server speed).

Server speed results

Average Page Load Time (measured in seconds, the lower the better)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	6.31s	0.48s	1.60s	1.06s	n/a	1.09s	4.89s	n/a	0.69s	n/a	0.48s to 6.31s

Server Speed Relative To Other Servers On The Internet (the faster the better)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
n/a	very slow: bottom 10%	very fast: top 5%	fast: top 30%	fast: top 25%	n/a	very fast: top 15%	slow: bottom 20%	n/a	very fast: top 10%	n/a	very slow: bottom 10% to very fast: top 5%

Advice for the server speed

The speed of your web site could not be determined. In general, the faster your web site, the better it could be for your rankings on Google.com. If you have a slow web site, you should contact or even switch your web hosting provider.



Keyword use in H2-H6 headline texts

Important

H2, H3, H4, H5 and H6 headline texts are the texts that are written between the <h2>...</h2>, <h3>...</h3>, etc. tags in the HTML code of your web page. Some search engines give extra relevance to search terms that appear in the headline texts. This chapter examines if this applies to Google.com, too.

Example: <h3>your big headline text</h3>

Your contents

No.	Heading Texts
1.	[H2] More Than Pet Insurance Vet Pet Insurance Comparison
2.	[H3] Categories
3.	[H3] Insurance Cloud
4.	[H3] Admin
5.	[H2] Pet Health Insurance
6.	[H3] Search It!
7.	[H3] Recent Entries
8.	[H3] Popular Articles

Advice for your H2-H6 headline texts

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	1	OK	OK
Keyword density:	0% to 38%	20%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	3	OK	OK
Keyword density:	0% to 16%	20%	The keyword density is too high. It should be 16% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	1	OK	OK
Keyword density:	0% to 13%	7%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	4	OK	OK
Keyword density:	0% to 14%	27%	The keyword density is too high. It should be 14% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 13	8	OK	OK
Keyword density:	0% to 13%	18%	The keyword density for the keywords "pet", "health" or "insurance" is too high. It should be 13% at maximum.	<<

Advice for your H2-H6 headline texts

Search term: "pet health insurance"

Consider adding more text to lower the keyword density for these words.

Keyword use in IMG ALT attributes

Important

The attribute defines an alternative text for an image when the user uses a text browser or when the user has turned off the display of images in the web browser application. Microsoft's Internet Explorer displays the alternative text if the user puts the cursor over the graphic. This chapter tries to find out if it makes sense to include the search term in the attributes to improve your rankings.

Example:

Your contents

No.	Image Alt Attribute Text	Image File Name
1.	Pet Health Insurance header image	http://www.petinsurancepro.com/wp-content/themes/cutline-3-column-split-11/images/header_6.jpg

Advice for your IMG ALT attributes

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 14%	60%	The keyword density is too high. It should be 14% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	1	OK	OK
Keyword density:	0% to 35%	20%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 5%	20%	The keyword density is too high. It should be 5% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	1	OK	OK
Keyword density:	0% to 35%	20%	OK	OK

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	3	OK	OK
Keyword density:	0% to 24%	20%	OK	OK

Top level domain of web site

Important

Web sites with certain top level domains (TLD) are statistically more likely to contain higher quality, trustworthy contents. For this reason, search engines might prefer web sites with restricted TLD (.edu, .gov., .mil) over younger TLD (e.g., .biz, .info, .jobs). In addition, country code TLD (e.g., .ca, .de, .fr) are often preferred in the country's local search results.

Top level domain results

Your Site	1	2	3	4	5	6	7	8	9	10
.com	.com	.com	.com	.com	.com	.com	.com	.com	.com	.com

Advice for the top level domain of your web site

Your web site URL www.petinsurancepro.com contains the often used top level domain .com. This is neither good nor bad for your rankings on Google.com.

OK

Keyword use in bold body text

Important

The body text is the text on your web page that can be seen by people in their web browsers. The bold body text uses a darker and heavier face than the regular type face. It appears between ... or ... tags in the HTML source of your web page. CSS is not recognized. The statistics include spaces and punctuation marks.

Their contents

Rank	Keyword use in bold body text
1	few minutes
2	[not used]
3	Free Your Zip Code Treated for: Claim Paid: Monthly Premium: Treated for: Claim Paid: Monthly Premium: Treated for: Claim Paid: Monthly Premium: Treated for: Claim Paid: Monthly Premium: Treated for: Claim Paid: Monthly Premium: Treated for: Claim Paid: Monthly Premium: Treated for: Claim Paid: Monthly Premium:
4	go! The ASPCA
5	[not used]
6	Call Us Toll Free: 1-866-275-PETS (7387) Existing Customers Claim Submitted: \$681.40 Claim Paid \$678.16
7	Discuss So what if an insurance policy isn't for your pet ? What are the other options? Additional reading: Pet Insurance Links Sign up Browse All
8	takes more walks, warms more laps, shares more love. Coverage may not be available in all jurisdictions. Click here to see if coverage is available in your area.
9	How Pet Insurance Works Our Programs Get a Quote! Claim Paid: \$342
10	80% Mia Auggie Already have a Quote? \$4,066.64 \$4,045.48 \$4,022.69 \$4,000.00 \$3,082.97 \$2,743.54 \$2,543.80 \$2,160.09 Total paid to date: Pet Insurance Basics Pet Insurance Plans Getting Started Members Partner With Us About Petsecure Frãiais U.S.

Your contents

Pet Health Insurance That You Can Understand But what **pet health insurance** should you choose then? It is only suggestions

Advice for your bold body text

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	2	It seems to be better to remove the search term "pet health insurance".	<<
Keyword density:	all 0%	33%	It seems to be better to remove the search term "pet health insurance".	<<

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	2	OK	OK
Keyword density:	0% to 13%	11%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	2	It seems to be better to remove the search term "health".	<<
Keyword density:	all 0%	11%	It seems to be better to remove the search term "health".	<<

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of	0 to 2	2	OK	OK

Advice for your bold body text

Search term: "pet health insurance"

keywords:				
Keyword density:	0% to 10%	11%	The keyword density is too high. It should be 10% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	6	Use the keywords "pet", "health" or "insurance" at most 5 times.	<<
Keyword density:	0% to 7%	11%	The keyword density for the keywords "pet", "health" or "insurance" is too high. It should be 7% at maximum. Consider adding more text to lower the keyword density for these words.	<<

Number of visitors to the site

Important

Search engines might look at web site usage data, such as the number of visitors to your site, to determine if your site is reputable and contains popular contents. The Alexa.com traffic rank is based on three months of aggregated traffic data from millions of Alexa Toolbar users and is a combined measure of page views and number of site visitors.

Alexa.com Traffic Rank results (the lower the better)

	URL	Alexa Traffic Rank
Your Site	http://www.petinsurancepro.com/	Rank #1,299,167
1	http://www.petinsurance.com/	Rank #72,950
2	http://www.aspcapetinsurance.com/	Rank #351,687
3	http://www.petsbest.com/	Rank #229,259
4	http://www.petshealthplan.com/	Rank #1,282,300 (least visitors of the competitors)
5	http://www.embracepetinsurance.com/	Rank #356,343
6	http://www.petcareinsurance.com/	Rank #334,791
7	http://vetmedicine.about.com/cs/insuranceinfo/a/peth_ealthinsura.htm	Rank #77 (most visitors of the competitors)
8	http://www.purinacare.com/	Rank #430,992
9	http://www.sheltercare.com/	Rank #814,557
10	http://www.petsecure.com/	Rank #873,214
Range		77 to 1,282,300 (average rank: #474,617)

Advice for the number of visitors to your site

Your web site www.petinsurancepro.com does not appear to attract many visitors because your traffic rank is above #100,000 and you have less visitors than the average of your competitors. This could be disadvantageous to your rankings on Google.com.

<<

Keyword use in same domain link texts

Moderately Important

Link texts are words and sentences that are used as links. Same domain link texts are the link texts of the links that point to a web page on the same domain. This chapter examines if Google.com takes search terms in same domain link texts into account.

Example: The HTML tag `Contact information` contains the same domain link text "Contact information".

Your contents

No.	Same Domain Link Text	Link URL
1.	Pet Health Insurance	/
2.	pet insurance	/
3.	archives	/archives/
4.	privacy policy	/privacy-policy/
5.	contact	/contact/
6.	articles	/articles/
7.	about	/about/
8.	RSS	/feed/
9.	AKC Pet Insurance	/category/akc-pet-insurance/
10.	All About Pet Insurance	/category/all-about-pet-insurance/
11.	Cat Insurance	/category/cat-insurance/
12.	Dog Insurance	/category/dog-insurance/
13.	Exercises for Pets	/category/exercises-for-pets/
14.	Finding Pet Names	/category/finding-pet-names/
15.	How To - Pets	/category/how-to-pets/
16.	Insurance Companies	/category/insurance-companies/
17.	Pet Accessories	/category/pet-accessories/
18.	Pet Health Forms	/category/pet-health-forms/
19.	Pet Health Options	/category/pet-health-options/
20.	Pet Insurance Reviews	/category/pet-insurance-reviews/
21.	Pet Meds	/category/pet-meds/
22.	Pet Nutrition Advice	/category/pet-nutrition-advice/
23.	Pet Sitting	/category/pet-sitting/
24.	Pet Training	/category/pet-training/
25.	Purchase a Pet	/category/purchase-a-pet/
26.	Tortoise Pet Insurance	/category/tortoise-pet-insurance/
27.	Trupanion Pet Insurance	/category/trupanion-pet-insurance/
28.	VPI Pet Insurance	/category/vpi-pet-insurance/
29.	Puppy	/tag/puppy/
30.	pet insurance price	/tag/pet-insurance-price/
31.	pet health questions	/tag/pet-health-questions/
32.	banfield pet insurance	/tag/banfield-pet-insurance/
33.	cheap pet insurance	/tag/cheap-pet-insurance/
34.	Vet	/tag/vet/
35.	pet fish names	/tag/pet-fish-names/
36.	vpi	/tag/vpi/

Your contents

No.	Same Domain Link Text	Link URL
37.	tesco insurance	/tag/tesco-insurance/
38.	health	/tag/health/
39.	pet health care	/tag/pet-health-care/
40.	pet health insurance	/tag/pet-health-insurance/
41.	Nutrition	/tag/nutrition/
42.	Cat Insurance	/tag/cat-insurance/
43.	Pet Insurance Reviews	/tag/pet-insurance-reviews/
44.	Pet Accessories	/tag/pet-accessories/
45.	pet insurance	/tag/pet-insurance/
46.	Dog Insurance	/tag/dog-insurance/
47.	rare pet names	/tag/rare-pet-names/
48.	rate pet insurance	/tag/rate-pet-insurance/
49.	Finding Pet Names	/tag/finding-pet-names/
50.	pet insurance coverage	/tag/pet-insurance-coverage/
51.	pet coverage	/tag/pet-coverage/
52.	Pet Sitters	/tag/pet-sitters/
53.	banfield wellness plan	/tag/banfield-wellness-plan/
54.	training	/tag/training/
55.	VPI Pet Insurance	/tag/vpi-pet-insurance/
56.	vip pet insurance	/tag/vip-pet-insurance/
57.	dog	/tag/dog/
58.	aspc pet insurance	/tag/aspc-pet-insurance/
59.	Books on Pets	/tag/books-on-pets/
60.	cheap cat insurance	/tag/cheap-cat-insurance/
61.	cheap insurance	/tag/cheap-insurance/
62.	tesco pet insurance	/tag/tesco-pet-insurance/
63.	insurance coverage	/tag/insurance-coverage/
64.	Log in	/wp-login.php
65.	Why Some Tortoise Pet Insurance Policies are Worthless	/why-some-tortoise-pet-insurance-policies-are-worthless/
66.	The 3 Tortoise Pet Insurance Secrets	/the-3-tortoise-pet-insurance-secrets/
67.	Why You Should Check Pet Insurance Companies Out and Not Rely Solely On Your VET	/why-you-should-check-pet-insurance-companies-out-and-not-rely-solely-on-your-vet/
68.	90% Discount On Pet Medication	/90-discount-on-pet-medication/
69.	Cheap Pet Meds Be Careful or Get Pet Insurance	/cheap-pet-meds-be-careful-or-get-pet-insurance/
70.	No Such Thing as a VIP Pet Insurance	/no-such-thing-as-a-vip-pet-insurance/
71.	VIP Dog Insurance has some drawbacks	/vip-dog-insurance-has-some-drawbacks/
72.	Buy Pets Health Insurance Before It Is Too Late	/buy-pets-health-insurance-before-it-is-too-late/
73.	VIP Pet Health Insurance Transforms Your Pet Into a Real VIP	/vip-pet-health-insurance-transforms-your-pet-into-a-real-vip/
74.	Why People Don't Like Banfield Pet Insurance All That Much	/why-people-dont-like-banfield-pet-insurance-all-that-much/
75.	Visit the archives for more!	/archives/
76.	VIP Pet Insurance	/vip-pet-insurance/
77.	Cheap Cat Insurance	/cheap-cat-insurance-comparison-sites/

Your contents

No.	Same Domain Link Text	Link URL
78.	Banfield Pet Insurance	/what-you-must-know-about-banfield-pet-insurance-a-review/
79.	PetCare Insurance Review	/petcare-insurance-review/
80.	ASPCA Insurance	/a-spca-pet-insurance-no-animal-cruelty/
81.	VPI Pet Insurance	/vpi-pet-insurance/
82.	Pet Health Insurance	/how-to-select-the-right-level-of-insurance-coverage/
83.	Cheap Pet Insurance	/how-to-find-cheap-pet-insurance-easily/
84.	Sitemap	/sitemap/

Advice for your same domain link texts

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	4	OK	OK
Keyword density:	0% to 9%	7%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 22	57	Use the search term "pet" at most 22 times.	<<
Keyword density:	0% to 15%	31%	The keyword density is too high. It should be 15% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 15	10	OK	OK
Keyword density:	0% to 7%	5%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 18	46	Use the search term "insurance" at most 18 times.	<<
Keyword density:	0% to 11%	25%	The keyword density is too high. It should be 11% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 52	113	Use the keywords "pet", "health" or "insurance" at most 52 times.	<<
Keyword density:	0% to 8%	21%	The keyword density for the keywords "pet", "health" or "insurance" is too high. It should be 8% at maximum. Consider adding more text to lower the keyword density for these words.	<<

Keyword use in outbound link texts

Moderately Important

Link texts are words and sentences that are used as links. Outbound link texts are the texts within the <a>... tags when the <a> tag links to a web page on a different domain. This chapter examines if Google.com gives relevance to search terms in outbound link texts.

Example: The HTML tag About the company contains the outbound link text "About the company".

Your contents

[not used]

Advice for your outbound link texts

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "pet health insurance" at least once but this is optional.	<
Keyword density:	0% to 14%	0%	You could increase the keyword density for the search term "pet health insurance" but this is optional.	<

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 5	0	You could use the search term "pet" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "pet" but this is optional.	<

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "health" at least once but this is optional.	<
Keyword density:	0% to 5%	0%	You could increase the keyword density for the search term "health" but this is optional.	<

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	0	You could use the search term "insurance" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "insurance" but this is optional.	<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use one of the keywords "pet", "health" or "insurance" at least once but this is optional.	<
Keyword density:	0% to 17%	0%	You could increase the keyword density for the keywords "pet", "health" or "insurance" but this is optional.	<

Keyword use in same domain link URLs

Moderately Important

Links connect one web page to another. Same domain links are the links in <a href> attributes that point to other pages on the same domain. This chapter examines if search terms in same domain link URLs are relevant to Google.com.

Example: The HTML tag Contact information contains the same domain link URL "contact.htm".

Your contents

No.	Same Domain Link URL	Link Text
1.	[empty] [/]	Pet Health Insurance
2.	[empty] [/]	pet insurance
3.	archives [/archives/]	archives
4.	privacy policy [/privacy-policy/]	privacy policy
5.	contact [/contact/]	contact
6.	articles [/articles/]	articles
7.	about [/about/]	about
8.	feed [/feed/]	RSS
9.	category akc pet insurance [/category/akc- pet-insurance /]	AKC Pet Insurance
10.	category all about pet insurance [/category/all-about- pet-insurance /]	All About Pet Insurance
11.	category cat insurance [/category/cat- insurance /]	Cat Insurance
12.	category dog insurance [/category/dog- insurance /]	Dog Insurance
13.	category exercises for pets [/category/exercises-for- pets /]	Exercises for Pets
14.	category finding pet names [/category/finding- pet -names/]	Finding Pet Names
15.	category how to pets [/category/how-to- pets /]	How To - Pets
16.	category insurance companies [/category/ insurance -companies/]	Insurance Companies
17.	category pet accessories [/category/ pet -accessories/]	Pet Accessories
18.	category pet health forms [/category/ pet-health -forms/]	Pet Health Forms
19.	category pet health options [/category/ pet-health -options/]	Pet Health Options
20.	category pet insurance reviews [/category/ pet-insurance -reviews/]	Pet Insurance Reviews
21.	category pet meds [/category/ pet -meds/]	Pet Meds
22.	category pet nutrition advice [/category/ pet -nutrition-advice/]	Pet Nutrition Advice
23.	category pet sitting [/category/ pet -sitting/]	Pet Sitting
24.	category pet training [/category/ pet -training/]	Pet Training
25.	category purchase a pet [/category/purchase-a- pet /]	Purchase a Pet
26.	category tortoise pet insurance [/category/tortoise- pet-insurance /]	Tortoise Pet Insurance
27.	category trupanion pet insurance [/category/trupanion- pet-insurance /]	Trupanion Pet Insurance
28.	category vpi pet insurance [/category/vpi- pet-insurance /]	VPI Pet Insurance
29.	tag puppy [/tag/puppy/]	Puppy

Your contents

No.	Same Domain Link URL	Link Text
30.	tag pet insurance price [/tag/ pet-insurance-price /]	pet insurance price
31.	tag pet health questions [/tag/ pet-health-questions /]	pet health questions
32.	tag banfield pet insurance [/tag/ banfield-pet-insurance /]	banfield pet insurance
33.	tag cheap pet insurance [/tag/ cheap-pet-insurance /]	cheap pet insurance
34.	tag vet [/tag/ vet /]	Vet
35.	tag pet fish names [/tag/ pet-fish-names /]	pet fish names
36.	tag vpi [/tag/ vpi /]	vpi
37.	tag tesco insurance [/tag/ tesco-insurance /]	tesco insurance
38.	tag health [/tag/ health /]	health
39.	tag pet health care [/tag/ pet-health-care /]	pet health care
40.	tag pet health insurance [/tag/ pet-health-insurance /]	pet health insurance
41.	tag nutrition [/tag/ nutrition /]	Nutrition
42.	tag cat insurance [/tag/ cat-insurance /]	Cat Insurance
43.	tag pet insurance reviews [/tag/ pet-insurance-reviews /]	Pet Insurance Reviews
44.	tag pet accessories [/tag/ pet-accessories /]	Pet Accessories
45.	tag pet insurance [/tag/ pet-insurance /]	pet insurance
46.	tag dog insurance [/tag/ dog-insurance /]	Dog Insurance
47.	tag rare pet names [/tag/ rare-pet-names /]	rare pet names
48.	tag rate pet insurance [/tag/ rate-pet-insurance /]	rate pet insurance
49.	tag finding pet names [/tag/ finding-pet-names /]	Finding Pet Names
50.	tag pet insurance coverage [/tag/ pet-insurance-coverage /]	pet insurance coverage
51.	tag pet coverage [/tag/ pet-coverage /]	pet coverage
52.	tag pet sitters [/tag/ pet-sitters /]	Pet Sitters
53.	tag banfield wellness plan [/tag/ banfield-wellness-plan /]	banfield wellness plan
54.	tag training [/tag/ training /]	training
55.	tag vpi pet insurance [/tag/ vpi-pet-insurance /]	VPI Pet Insurance
56.	tag vip pet insurance [/tag/ vip-pet-insurance /]	vip pet insurance
57.	tag dog [/tag/ dog /]	dog
58.	tag aspca pet insurance [/tag/ aspca-pet-insurance /]	aspca pet insurance
59.	tag books on pets [/tag/ books-on-pets /]	Books on Pets
60.	tag cheap cat insurance [/tag/ cheap-cat-insurance /]	cheap cat insurance
61.	tag cheap insurance [/tag/ cheap-insurance /]	cheap insurance
62.	tag tesco pet insurance [/tag/ tesco-pet-insurance /]	tesco pet insurance
63.	tag insurance coverage [/tag/ insurance-coverage /]	insurance coverage
64.	wp login [/wp/ login.php]	Log in
65.	why some tortoise pet insurance policies are worthless [/why-some-tortoise- pet-insurance -policies-are-worthless/]	Why Some Tortoise Pet Insurance Policies are Worthless
66.	the 3 tortoise pet insurance secrets [/the-3-tortoise- pet-insurance -secrets/]	The 3 Tortoise Pet Insurance Secrets
67.	why you should check pet insurance companies out an not rely solely on your vet [/why-you-should-check- pet-insurance -companies-out-an-not-rely-solely-on-your-vet/]	Why You Should Check Pet Insurance Companies Out an Not Rely Solely On Your VET

Your contents

No.	Same Domain Link URL	Link Text
68.	90 discount on pet medication [/90-discount-on- pet -medication/]	90% Discount On Pet Medication
69.	cheap pet meds be careful or get pet insurance [/cheap- pet -meds-be-careful-or-get- pet-insurance /]	Cheap Pet Meds Be Careful or Get Pet Insurance
70.	no such thing as a vip pet insurance [/no-such-thing-as-a-vip- pet-insurance /]	No Such Thing as a VIP Pet Insurance
71.	vip dog insurance has some drawbacks [/vip-dog- insurance -has-some-drawbacks/]	VIP Dog Insurance has some drawbacks
72.	buy pets health insurance before it is too late [/buy- pets-health-insurance -before-it-is-too-late/]	Buy Pets Health Insurance Before It Is Too Late
73.	vip pet health insurance transforms your pet into a real vip [/vip- pet-health-insurance -transforms-your- pet -into-a-real-vip/]	VIP Pet Health Insurance Transforms Your Pet Into a Real VIP
74.	why people dont like banfield pet insurance all that much [/why-people-dont-like-banfield- pet-insurance -all-that-much/]	Why People Don't Like Banfield Pet Insurance All That Much
75.	archives [/archives/]	Visit the archives for more!
76.	vip pet insurance [/vip- pet-insurance /]	VIP Pet Insurance
77.	cheap cat insurance comparison sites [/cheap-cat- insurance -comparison-sites/]	Cheap Cat Insurance
78.	what you must know about banfield pet insurance a review [/what-you-must-know-about-banfield- pet-insurance -a-review/]	Banfield Pet Insurance
79.	petcare insurance review [/petcare- insurance -review/]	PetCare Insurance Review
80.	a spca pet insurance no animal cruelty [/a-spca- pet-insurance -no-animal-cruelty/]	ASPCA Insurance
81.	vpi pet insurance [/vpi- pet-insurance /]	VPI Pet Insurance
82.	how to select the right level of insurance coverage [/how-to-select-the-right-level-of- insurance -coverage/]	Pet Health Insurance
83.	how to find cheap pet insurance easily [/how-to-find-cheap- pet-insurance -easily/]	Cheap Pet Insurance
84.	sitemap [/sitemap/]	Sitemap

Advice for your same domain link URLs

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 10	2	OK	OK
Keyword density:	0% to 7%	2%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	2 to 35	55	Use the search term "pet" at most 35 times.	<<
Keyword density:	5% to 32%	22%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 19	8	OK	OK

Advice for your same domain link URLs

Search term: "pet health insurance"

Keyword density:	0% to 10%	3%	OK	OK
------------------	-----------	----	----	----

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 24	44	Use the search term "insurance" at most 24 times.	<<
Keyword density:	0% to 32%	17%	OK	OK

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	3 to 59	107	Use the keywords "pet", "health" or "insurance" at most 59 times.	<<
Keyword density:	3% to 21%	14%	OK	OK

Keyword use in outbound link URLs

Moderately Important

Links connect one web page to another. Outbound links are the links on a web page that point to web pages on other web sites, i.e. links to other domains. This chapter examines if Google.com gives relevance to search terms in outbound links

Example: The HTML tag `Click here` contains the outbound link URL "www.not-your-site.com/info.htm".

Your contents

[not used]

Advice for your outbound link URLs

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 10	0	You should use the search term "pet" at least once.	<<
Keyword density:	6% to 60%	0%	You should try to achieve a keyword density of at least 6%.	<<

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	0	You could use the search term "health" at least once but this is optional.	<
Keyword density:	0% to 2%	0%	You could increase the keyword density for the search term "health" but this is optional.	<

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 9	0	You could use the search term "insurance" at least once but this is optional.	<
Keyword density:	0% to 25%	0%	You could increase the keyword density for the search term "insurance" but this is optional.	<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 19	0	You should use the keywords "pet", "health" or "insurance" at least once.	<<
Keyword density:	2% to 27%	0%	You should try to achieve a keyword density for the keywords "pet", "health" or "insurance" of at least 2%.	<<

Keyword use in meta description

Moderately Important

The Meta Description tag allows you to describe your web page. This chapter tries to find out if Google.com takes the Meta Description tag into account. Some search engines display the text to the user in the search results.

Example: <meta name="description" content="This sentence describes the contents of your web site.">

Even if the Meta Description tag might not be important for ranking purposes, you should use the Meta Description tag to make sure that your web site is displayed with an attractive description in the search results.

Their contents

Rank	Keyword use in meta description
1	Official site of Veterinary Pet Insurance , the nation's trusted choice for dog and cat health insurance . Over 1 million pets already insured with VPI.
2	As part of our mission, we're proud to offer ASPCA Pet Health Insurance . ASPCA Pet Health Insurance helps you pay your veterinary bills, so you can avoid a cruel choice between your pet's well being and your personal finances.
3	Affordable pet insurance pays 80% of vet bills without a complicated reimbursement schedule, policies as low as \$19/mo. Get an instant quote Today!
4	Pet Health Insurance for Dogs and Cats from The Hartville Group
5	Embrace Pet Health Insurance helps you manage unexpected veterinary bills. Embrace protects cats and dogs from accidents, illnesses, breed-specific conditions, and more. Based in the USA.
6	Comprehensive Pet Insurance programs for your dog or cat. Flexible and Affordable Pet Health Insurance
7	Is pet insurance worth it for your pet ? What is the difference between an insurance plan and a wellness plan? Are pre-existing conditions or senior animals covered? Find out what is available and learn what questions to ask when searching for the best plan for your pet and lifestyle in this introductory article.
8	With PurinaCare's pet insurance , you can offer your pet a lifetime of health and happiness. Discover the advantages our pet health insurance plans and request pet insurance quotes for your four-legged friends at PurinaCare.com.
9	ShelterCare Insurance programs starting at less than \$10 a month. Both dog insurance and cat insurance in Canada and the USA. Flexible and Affordable Pet Health Insurance .
10	Being a member of Petsecure pet insurance is like having group health benefits for your pet . That means that whatever level of pet insurance coverage you choose, you'll be reimbursed for up to 80% of your veterinary fees including x-rays, hospitalization, surgery, prescriptions and even dental procedures. That's why since 1989, thousands of Canadian pet parents have relied on Petsecure pet insurance .

Your contents

Best **Pet Health Insurance** - Compare Cheap **Pet Insurance** for **Pet** Cats and Dogs and Check Veterinary Care Coverage Before Signing the Policy. Finding a **pet health insurance** company that you can trust is difficult. Our users will share their experiences with you so you can make a better choice.

Advice for your meta description

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	2	OK	OK
Keyword density:	0% to 27%	12%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 7	4	OK	OK
Keyword density:	4% to 13%	8%	OK	OK

Advice for your meta description

Search term: "pet health insurance"

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 2	2	OK	OK
Keyword density:	0% to 9%	4%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	1 to 4	3	OK	OK
Keyword density:	4% to 15%	6%	OK	OK

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	2 to 11	9	OK	OK
Keyword density:	3% to 11%	6%	OK	OK

Number of trailing slashes in URL

Moderately Important

The number of trailing slashes (/) in the URL indicates where a web page falls in a site's overall hierarchy. If the URL contains many trailing slashes, meaning it is placed in a sub-sub-directory, then the webmaster does not seem to think that the page is important in relation to the other pages.

Number of trailing slashes

Your Site	1	2	3	4	5	6	7	8	9	10	Range
0	0	0	0	0	0	0	3	0	0	0	0 to 3

Advice for the number of trailing slashes in your web site URL

The URL www.petinsurancepro.com does not contain more or less trailing slashes than the top ranked pages. This means that you do not have to change the number of trailing slashes in your URL.

OK

HTML validation of web page to W3C standards

Slightly Important

Web pages are written in special languages called HTML and CSS. Like any language, HTML and CSS change constantly. The World Wide Web Consortium (W3C) is the governing body that establishes what is valid HTML/CSS and what is not. Search engines obey the HTML/CSS standard. If there are errors in the HTML/CSS code of your web page, then search engines might not be able to read everything of your web page.

Validation results

	Validity
HTML:	8 errors, not valid http://validator.w3.org/check?uri=http://www.petinsurancepro.com/
CSS:	no errors, valid http://jigsaw.w3.org/css-validator/validator?uri=http://www.petinsurancepro.com/

Advice regarding the validity of your web site

The HTML validation of your web page www.petinsurancepro.com failed. This means that Google.com might not be able to read your web page. You should fix any HTML errors.



Readability level of web page

Slightly Important

The Flesch Reading Ease test is a United States governmental standard to determine how easy a text is to read. It measures the approximate level of education necessary to understand the web page content. Higher scores indicate the text that is easier to read, and lower numbers mark harder-to-read texts. Scores among different languages are not comparable.

Readability results

Flesch Reading Ease Score (0-100, higher score means that the text is easier to understand)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
57	56	65	75	66	65	68	50	65	61	60	50 to 75

Flesch-Kincaid Grade Level (shows the number of years of education required to understand the text)

Your Site	1	2	3	4	5	6	7	8	9	10	Range
13	8	8	5	7	7	7	10	7	7	8	5 to 10

Advice for the readability of your web site

The Flesch Reading Ease Score of your web page www.petinsurancepro.com is 57. A score of 60 to 80 is considered to be optimal. This means that the text of your web page is too difficult to comprehend. If the language of your web page is not English, then the score might be alright.

<<

To improve your score, break long sentences into shorter sentences and use shorter words. In addition, make sure that you end sentences with punctuation (a period, question mark, or exclamation point). There should be one space between each word, and after any punctuation, including commas.

Keyword use in meta keywords

Slightly Important

The Meta Keywords tag allows you to define which search terms are important to your web page according to your opinion. It should be placed between the <head>...</head> tags in the HTML code of your web page. This chapter tries to find out if Google.com gives relevance to search terms in the Meta Keywords tag.

Example: <meta name="keywords" content="keyword, another keyword">

Their contents

Rank	Keyword use in meta keywords
1	Pet insurance, pet health insurance, dog insurance, dog health insurance, veterinary pet insurance, cat insurance, pet care insurance, animal insurance, vpi
2	pet insurance, aspca, aspca pet insurance, aspca pet health insurance, dog insurance, cat insurance, pet health, vet insurance, pet insurance aspca, aspca pet health insurance
3	[not used]
4	pet insurance home, pet insurance, pet health insurance, pet medical insurance, dog insurance, cat insurance, dog medical insurance, dog health insurance, cat medical insurance, cat health insurance, veterinary pet insurance, animal insurance, pet medical insurance, pet health care, puppy insurance, health insurance for pets, insurance for pets, animal health insurance, affordable pet insurance, veterinary insurance, best pet insurance, pet insurance company
5	pet insurance, pet health insurance, dog insurance, cat insurance, insurance for dogs, insurance for cats, pet insurance quotes, pet insurance usa
6	pet insurance, cat insurance, dog insurance, pet health insurance, dog health insurance, cat health insurance, pet care insurance, affordable pet care, pet health care plan, pet health care, vet insurance, pet insurance quote, low cost pet insurance, animal health insurance, insuring my pet, pet insurance policy, affordable pet insurance, pet health plan
7	pet insurance health insurance HMO discount financial aid insurance plans veterinarians vets hospital cats dogs pets health expensive veterinary costs afford money vet vet office hospital tumor cancer sick disease illness
8	pet insurance, pet health insurance, pet insurance quotes
9	pet insurance, cat insurance, dog insurance, pet health insurance, dog health insurance, cat health insurance, pet care insurance, affordable pet care, pet health care plan, pet health care, vet insurance, pet insurance quote, low cost pet insurance, animal health insurance, insuring my pet, pet insurance policy
10	pet insurance, pet health insurance, dog, cat, pet, insurance, veterinarian, veterinary, petsecure, pet health

Your contents

pet insurance, pet health insurance, free pet insurance, cheap pet insurance, dogs, cats

Advice for your meta keywords

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 1	1	OK	OK
Keyword density:	0% to 38%	23%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 12	4	OK	OK
Keyword density:	0% to 38%	31%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of	0 to 7	1	OK	OK

Advice for your meta keywords

Search term: "pet health insurance"

keywords:				
Keyword density:	0% to 14%	8%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 21	4	OK	OK
Keyword density:	0% to 38%	31%	OK	OK

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 39	9	OK	OK
Keyword density:	0% to 29%	23%	OK	OK

Keyword use in the first sentence of the body text

Slightly Important

The first sentence of the body text is the first sentence after the <body> tag in the HTML code of your web page. Some search engines give more relevance to search terms when they appear in the first sentence. Some will use your first sentence as the description of your page on the search result page.

Example: <body>Here goes the first sentence. This text is not the first sentence.

Their contents

Rank	Keyword use in the first sentence of the body text
1	VPI Pet Insurance 1-888-899-4VPI skip to primary navigation skip to primary content Pet Insurance Veterinary Staff About VPI Employers Policyholder Login Skip to secondary navigation Skip to secondary content Home Plans & Coverage Pet Insurance Buyer's Guide Pet Health Zone Why Choose VPI How VPI Works Get a Quote Skip to primary content Get a Quote
2	Contact Us Testimonials Claim Form Our Plans About Us My Account For Vets Find the Right Pet Insurance Plan
3	Home FAQ Veterinarians Partners Pet Community File a Claim
4	by The Hartville Group Health Insurance for Dogs and Cats 1-800-807-6724
5	1-800-511-9172 MON-FRI 8:30 - 6:00 ET Blog About us Contact us Press room Embrace Pet Insurance How It Works Choosing Coverage Before You Buy Why Choose Us Our Policy Employee Benefits Veterinary Practices Making a Claim Pre-certification How Much Back?
6	Home Why Pet Insurance Pet Insurance Works Understanding Pet Insurance What Sets Us Apart Selecting the Right Coverage FAQ's Testimonials Get a Quote Pet Information Center Dog Insurance Selecting the Right Plan What Sets Us Apart Get a Quote View Programs Cat Insurance Selecting the Right Plan What Sets Us Apart Get a Quote View Programs Get a Quote Buy Now PetCare and Partners About PetCare Contact PetCare Jobs at PetCare Underwriters Licenses
7	Search Veterinary Medicine Home Home & Garden Veterinary Medicine Email Veterinary Medicine Ask the Vet Common Diseases Vet Careers Free Veterinary Medicine Newsletter!
8	Home How It Works PurinaCare  Experience Fact vs.
9	Home Why Pet Insurance Pet Insurance Works Understanding Pet Insurance What Sets Us Apart Selecting the Right Coverage FAQ's Testimonials Get a Quote Dog Insurance Selecting the Right Coverage What Sets Us Apart Get a Quote View Programs Cat Insurance Selecting the Right Coverage What Sets Us Apart Get a Quote View Programs Get a Quote Buy Now Make a Claim About Us
10	Petsecure search Canada Fast Forms Contact Us Français Petsecure Blog Au Québec: 1-800-661-4390 Pet Insurance Basics Find out how pet insurance works and what to expect Pet Health Plans View our pet insurance coverage options for dog and cat insurance Getting Started Choosing the right level of pet insurance coverage and getting a personalized quote Members Member supports, resources, information and special contest/promotions Partner With Us Our [and 226 additional characters]

Your contents

Pet Health Insurance More Than **Pet Insurance** | Vet **Pet Insurance** Comparison **pet insurance** home archives privacy policy contact articles about RSS Categories AKC **Pet Insurance** All About **Pet Insurance** Cat **Insurance** Dog **Insurance** Exercises for **Pets** Finding **Pet** Names How To - **Pets Insurance** Companies **Pet** Accessories **Pet Health** Forms **Pet Health** Options **Pet Insurance** Reviews **Pet** Meds **Pet** Nutrition Advice **Pet** Sitting **Pet** Training Purchase a **Pet** Tortoise **Pet Insurance** Trupanion **Pet Insurance** VPI **Pet Insurance** **Insurance** Cloud Puppy **pet insurance** price **pet health** questions banfield **pet insurance** cheap **pet insurance** Vet **pet** fish names vpi tesco **insurance health pet health** care **pet health insurance** Nutrition Cat **Insurance** **Pet Insurance** Reviews **Pet** Accessories **pet insurance** Dog **Insurance** rare **pet** names rate **pet insurance** Finding **Pet** Names **pet insurance** coverage **pet** coverage **Pet** Sitters banfield wellness plan training VPI **Pet Insurance** vip **pet insurance** dog aspca **pet insurance** Books on **Pets** cheap cat **insurance** cheap **insurance** tesco **pet insurance insurance** coverage Admin Log in **Pet Health Insurance**

Advice for your first sentence of the body text

Search term: "pet health insurance"

Competitors	Your Site	Advice	
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Advice for your first sentence of the body text

Search term: "pet health insurance"

Number of keywords:	all 0	3	It seems to be better to remove the search term "pet health insurance".	<<
Keyword density:	all 0%	5%	It seems to be better to remove the search term "pet health insurance".	<<

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 11	43	Use the search term "pet" at most 11 times.	<<
Keyword density:	0% to 11%	26%	The keyword density is too high. It should be 11% at maximum. Consider adding more text to lower the keyword density.	<<

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	8	Use the search term "health" at most 3 times.	<<
Keyword density:	0% to 7%	5%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 6	33	Use the search term "insurance" at most 6 times.	<<
Keyword density:	0% to 8%	20%	The keyword density is too high. It should be 8% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 20	84	Use the keywords "pet", "health" or "insurance" at most 20 times.	<<
Keyword density:	0% to 6%	17%	The keyword density for the keywords "pet", "health" or "insurance" is too high. It should be 6% at maximum. Consider adding more text to lower the keyword density for these words.	<<

Keyword use in HTML comments

Slightly Important

HTML comment tags are "hidden comments" in the HTML code of your web page. They are not visible to the user. This chapter tries to find out if search terms in the HTML comment tags are relevant for a good ranking in Google.com.

Example: <!-- comments with keywords -->

Your contents

No.	HTML Comment Text
1.	leave this for stats
2.	[if lte IE 7]> < link rel="stylesheet" type="text/css" href="http://www.petinsurancepro.com/wp-content/themes/cutline-3-column-split-11/ie7.css" media="screen" /> < ![endif
3.	[if lte IE 6]> < link rel="stylesheet" type="text/css" href="http://www.petinsurancepro.com/wp-content/themes/cutline-3-column-split-11/ie6.css" media="screen" /> < ![endif
4.	all in one seo pack 1.5.6 [286,313]
5.	/all in one seo pack

Advice for your HTML comments

Search term: "pet health insurance"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "pet"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 4	2	OK	OK
Keyword density:	0% to 4%	4%	OK	OK

Search term: "health"

	Competitors	Your Site	Advice	
Number of keywords:	all 0	0	OK	OK
Keyword density:	all 0%	0%	OK	OK

Search term: "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 3	2	OK	OK
Keyword density:	0% to 3%	4%	The keyword density is too high. It should be 3% at maximum. Consider adding more text to lower the keyword density.	<<

Keywords "pet", "health" or "insurance"

	Competitors	Your Site	Advice	
Number of keywords:	0 to 7	4	OK	OK
Keyword density:	0% to 2%	3%	The keyword density for the keywords "pet", "health" or "insurance" is too high. It should be 2% at maximum. Consider adding more text to lower the keyword density for these words.	<<

Search engine compatibility

This chapter examines the general search engine compatibility of your web page.

Advice

Search engines need text to index your web pages, to determine the theme of your web site and to produce a site summary. They cannot read what is written on your graphical images or in a Flash movie. Google recommends to create a useful, information-rich site. Fresh, continuously updated content is one of the best ways to ensure that search engines return to your web site (and your visitors, too). Your web page "www.petinsurancepro.com" contains 1,203 words which should be enough for search engines.	OK
Some search engines penalize web sites if the search terms of the Meta Keywords tag don't appear in the body text of the web page. The search term "free pet insurance" of your Meta Keywords tag does not seem to be mentioned in the body text of your web page. You should either remove this search term from your Meta Keywords tag, or add the search term to the body text of your web page.	<<
Your web page doesn't use the Meta Refresh tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Robots tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use the Meta Title tag so there won't be any problems with the search engines in this aspect.	OK
Your web page doesn't use any Dublin Core meta tags so there won't be any problems with the search engines in this aspect.	OK
Your web page uses the Meta Generator tag twice. Search engines could regard it as a spamming attempt and might decide not to index to your web site. You should remove the second Meta Generator tag, even if it's embedded in an <iframe> tag.	<<
Your web page doesn't use the <title> tag twice so there won't be any problems with search engines in this aspect.	OK
Some search engines and directories don't accept submissions with capitalized letters in the document title or in the meta tags. Your web page doesn't use all capitalized letters in those web page elements so there won't be any problems with the search engines in this aspect.	OK
Your web page uses script code in an external file so you've already minimized the problems with scripts and the search engines.	OK
Your web page uses style sheet code in an external file so you've already minimized the problems with style sheets and the search engines.	OK
Your web page doesn't use frames so there won't be any problems with the search engines in this aspect.	OK
Some search engines consider tiny text (i.e. font size 1) as an attempt to fool the search engines. Some webmasters have abused tiny text in the past to hide dozens of keywords on a web page that human web surfers cannot see. Your web page doesn't seem to use tiny text so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.petinsurancepro.com" doesn't indicate a dynamically served web page so there shouldn't be any problems with the search engines in this aspect.	OK
Your web page URL "www.petinsurancepro.com" doesn't contain any of the special characters "&", "\$", "%", "?" or "=" in it so there shouldn't be any problems with the search engines in this aspect.	OK
Some search engines and directories rank web sites lower that are hosted at free web space providers, or if web sites don't have their own domain name. Some search engines also limit the number of web pages they'll index from a single domain. Your web site doesn't seem to be hosted at a free web space provider. If it does, consider getting your own domain name.	OK

Factors that could prevent your top ranking

Some ranking factors cannot be measured because the search engines do not reveal the necessary data, or it would be extremely time-consuming to measure the data. Make sure you pay attention to the following factors because they could prevent a top ranking for www.petinsurancepro.com on Google.com.

Advice

Inbound links to your web page

Are the web pages linking to your web page relevant to the search term "pet health insurance"?

How fast does your web page get new links pointing to it?

Do the web sites which link to your page belong to the same content category?

Since when do the links to your page exist?

Is the text surrounding the link to your page relevant to the search term "pet health insurance"?

Your web page

How many important links from your other pages point to your web page?

Do the links on your web page point to high quality, topically-related pages?

How often and how many changes do you make to your web page over time? Is your content up-to-date?

How often and how many web pages do you add to your web site?

How long do your visitors spend time on your web page?

Search engine result page

Do your competitors on the search engine result page get a manual ranking boost by Google.com, for example Amazon or Wikipedia?

How many visitors of the search engine result pages click through to your page?

How often do search engine visitors search for your company name or web page URL on Google.com?

Negative ranking factors (you should be able to say "no" to all the following questions)

Is your content very similar or a duplicate of existing content?

Is your server often down when search engine crawlers try to access it?

Do you link to web sites that do not deserve a link?

Do you use the same title or meta tags for many web pages?

Do you overuse the same keyword or key phrase?

Do you participate in link schemes?

Do you actively sell links on your web page?

Do a majority of your inbound links come from low quality or spam sites?

Does your web page have any spelling or grammar mistakes?

Table: Number of keywords

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	1	1	0	1	1	0	1	1	0	1	0 to 1
Body Text:	15	0	3	0	2	1	1	10	3	0	9	0 to 10
H1 Texts:	1	0	0	0	0	1	0	1	0	0	0	0 to 1
Domain:	0	0	0	0	0	0	0	0	0	0	0	all 0
Page URL:	0	0	0	0	0	0	0	0	0	0	0	all 0
H2-H6 Texts:	1	0	0	0	0	0	1	0	0	0	2	0 to 2
IMG ALT:	1	0	1	0	0	0	0	0	0	0	0	0 to 1
Bold Text:	2	0	0	0	0	0	0	0	0	0	0	all 0
SD LT:	4	0	0	0	0	0	0	6	1	0	2	0 to 6
Outbound LT:	0	0	0	0	0	0	0	1	0	0	0	0 to 1
SD LU:	2	0	0	0	0	0	0	10	0	0	0	0 to 10
Outbound LU:	0	0	0	0	0	0	0	0	0	0	0	all 0
Meta Descr.:	2	0	2	0	1	1	1	0	1	1	0	0 to 2
Meta Keyw.:	1	1	1	0	1	1	1	0	1	1	1	0 to 1
First Sentence:	3	0	0	0	0	0	0	0	0	0	0	all 0
HTML Comm.:	0	0	0	0	0	0	0	0	0	0	0	all 0

Search term: "pet"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	2	2	2	2	1	3	1	2	1	2	1 to 3
Body Text:	85	36	22	27	13	23	31	47	16	10	57	10 to 57
H1 Texts:	1	2	1	1	1	1	2	1	1	1	0	0 to 2
Domain:	1	1	1	1	1	1	1	0	0	0	1	0 to 1
Page URL:	0	0	0	0	0	0	0	1	0	0	0	0 to 1
H2-H6 Texts:	3	6	3	5	0	0	1	1	3	0	7	0 to 7
IMG ALT:	1	6	7	1	2	4	7	0	0	0	2	0 to 7
Bold Text:	2	0	0	0	0	0	1	2	0	1	3	0 to 3
SD LT:	57	22	4	10	0	1	13	19	5	3	16	0 to 22
Outbound LT:	0	0	0	0	0	0	0	5	0	1	1	0 to 5
SD LU:	55	26	22	14	9	8	13	19	2	9	35	2 to 35
Outbound LU:	0	2	1	1	1	3	3	4	3	10	6	1 to 10
Meta Descr.:	4	2	3	1	1	1	2	3	4	1	7	1 to 7
Meta Keyw.:	4	4	6	0	12	4	12	2	3	10	5	0 to 12
First Sentence:	43	4	1	1	0	1	8	0	0	3	11	0 to 11
HTML Comm.:	2	0	0	0	0	1	4	0	1	0	0	0 to 4

Search term: "health"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document	1	1	1	0	1	1	0	1	1	0	1	0 to 1

Table: Number of keywords

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Title:												
Body Text:	21	6	3	2	6	2	2	25	9	2	16	2 to 25
H1 Texts:	1	2	0	0	0	1	0	1	1	1	0	0 to 2
Domain:	0	0	0	0	1	0	0	0	0	0	0	0 to 1
Page URL:	0	0	0	0	0	0	0	1	0	0	0	0 to 1
H2-H6 Texts:	1	0	0	1	0	0	1	0	2	0	3	0 to 3
IMG ALT:	1	0	1	0	0	0	0	0	0	0	0	0 to 1
Bold Text:	2	0	0	0	0	0	0	0	0	0	0	all 0
SD LT:	10	4	0	0	0	0	1	15	3	0	7	0 to 15
Outbound LT:	0	0	0	0	0	0	0	1	0	0	0	0 to 1
SD LU:	8	19	0	0	0	0	0	19	1	0	0	0 to 19
Outbound LU:	0	0	0	0	0	0	0	0	0	0	1	0 to 1
Meta Descr.:	2	1	2	0	1	1	1	0	2	1	1	0 to 2
Meta Keyw.:	1	2	3	0	6	1	7	2	1	6	2	0 to 7
First Sentence:	8	1	0	0	1	0	0	0	0	0	3	0 to 3
HTML Comm.:	0	0	0	0	0	0	0	0	0	0	0	all 0

Search term: "insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	2	4	2	1	2	1	2	1	2	1	2	1 to 4
Body Text:	78	15	12	13	8	13	19	38	12	11	32	8 to 38
H1 Texts:	1	0	1	1	0	1	1	1	0	0	0	0 to 1
Domain:	1	1	1	0	0	1	1	0	0	0	0	0 to 1
Page URL:	0	0	0	0	0	0	0	1	0	0	0	0 to 1
H2-H6 Texts:	4	5	1	1	0	0	1	0	0	0	3	0 to 5
IMG ALT:	1	3	7	1	1	1	7	0	0	0	0	0 to 7
Bold Text:	2	0	0	0	0	0	0	2	0	1	2	0 to 2
SD LT:	46	9	2	6	0	1	13	18	2	5	13	0 to 18
Outbound LT:	0	0	0	0	0	0	0	3	0	0	1	0 to 3
SD LU:	44	8	24	5	9	8	24	21	0	17	21	0 to 24
Outbound LU:	0	2	0	0	0	2	1	1	2	9	1	0 to 9
Meta Descr.:	3	2	2	1	1	1	2	2	3	4	3	1 to 4
Meta Keyw.:	4	8	7	0	21	8	13	3	3	12	3	0 to 21
First Sentence:	33	3	1	0	1	1	5	0	0	5	6	0 to 6
HTML Comm.:	2	0	0	0	0	1	3	0	0	0	0	0 to 3

Keywords "pet", "health" or "insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	5	7	5	3	5	3	5	3	5	2	5	2 to 7

Table: Number of keywords

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Body Text:	184	57	37	42	27	38	52	110	37	23	105	23 to 110
H1 Texts:	3	4	2	2	1	3	3	3	2	2	0	0 to 4
Domain:	2	2	2	1	2	2	2	0	0	0	1	0 to 2
Page URL:	0	0	0	0	0	0	0	3	0	0	0	0 to 3
H2-H6 Texts:	8	11	4	7	0	0	3	1	5	0	13	0 to 13
IMG ALT:	3	9	15	2	3	5	14	0	0	0	2	0 to 15
Bold Text:	6	0	0	0	0	0	1	4	0	2	5	0 to 5
SD LT:	113	35	6	16	0	2	27	52	10	8	36	0 to 52
Outbound LT:	0	0	0	0	0	0	0	9	0	1	2	0 to 9
SD LU:	107	53	46	19	18	16	37	59	3	26	56	3 to 59
Outbound LU:	0	4	1	1	1	5	4	5	5	19	8	1 to 19
Meta Descr.:	9	5	7	2	3	3	5	5	9	6	11	2 to 11
Meta Keyw.:	9	14	16	0	39	13	32	7	7	28	10	0 to 39
First Sentence:	84	8	2	1	2	2	13	0	0	8	20	0 to 20
HTML Comm.:	4	0	0	0	0	2	7	0	1	0	0	0 to 7

Table: Keyword density

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	33%	27%	30%	0%	19%	30%	0%	60%	38%	0%	25%	0% to 60%
Body Text:	4%	0%	2%	0%	3%	1%	1%	3%	3%	0%	3%	0% to 3%
H1 Texts:	100%	0%	0%	0%	0%	60%	0%	100%	0%	0%	0%	0% to 100%
Domain:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Page URL:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
H2-H6 Texts:	20%	0%	0%	0%	0%	0%	38%	0%	0%	0%	9%	0% to 38%
IMG ALT:	60%	0%	14%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 14%
Bold Text:	33%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
SD LT:	7%	0%	0%	0%	0%	0%	0%	9%	5%	0%	4%	0% to 9%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0% to 14%
SD LU:	2%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0% to 7%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
Meta Descr.:	12%	0%	15%	0%	27%	11%	20%	0%	9%	11%	0%	0% to 27%
Meta Keyw.:	23%	14%	12%	0%	5%	14%	6%	0%	38%	7%	21%	0% to 38%
First Sentence:	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

Search term: "pet"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	22%	18%	20%	22%	13%	10%	30%	20%	25%	33%	17%	10% to 33%
Body Text:	7%	9%	4%	4%	5%	5%	6%	5%	4%	3%	7%	3% to 9%
H1 Texts:	33%	15%	17%	11%	17%	20%	40%	33%	25%	11%	0%	0% to 40%
Domain:	100%	100%	100%	100%	100%	100%	100%	0%	0%	0%	100%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	0% to 25%
H2-H6 Texts:	20%	16%	8%	10%	0%	0%	13%	3%	12%	0%	11%	0% to 16%
IMG ALT:	20%	10%	33%	17%	17%	13%	35%	0%	0%	0%	13%	0% to 35%
Bold Text:	11%	0%	0%	0%	0%	0%	7%	10%	0%	10%	13%	0% to 13%
SD LT:	31%	15%	5%	10%	0%	3%	11%	9%	9%	4%	10%	0% to 15%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	23%	0%	4%	25%	0% to 25%
SD LU:	22%	14%	30%	29%	32%	7%	8%	8%	5%	9%	19%	5% to 32%
Outbound LU:	0%	25%	17%	11%	7%	23%	60%	6%	12%	13%	13%	6% to 60%
Meta Descr.:	8%	8%	8%	4%	9%	4%	13%	6%	11%	4%	11%	4% to 13%
Meta Keyw.:	31%	19%	24%	0%	20%	19%	23%	7%	38%	22%	36%	0% to 38%
First Sentence:	26%	7%	5%	11%	0%	2%	11%	0%	0%	5%	11%	0% to 11%
HTML Comm.:	4%	0%	0%	0%	0%	1%	4%	0%	1%	0%	0%	0% to 4%

Search term: "health"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document	11%	9%	10%	0%	6%	10%	0%	20%	13%	0%	8%	0% to 20%

Table: Keyword density

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Title:												
Body Text:	2%	1%	1%	0%	3%	0%	0%	3%	3%	1%	2%	0% to 3%
H1 Texts:	33%	15%	0%	0%	0%	20%	0%	33%	25%	11%	0%	0% to 33%
Domain:	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	0% to 25%
H2-H6 Texts:	7%	0%	0%	2%	0%	0%	13%	0%	8%	0%	5%	0% to 13%
IMG ALT:	20%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0% to 5%
Bold Text:	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%
SD LT:	5%	3%	0%	0%	0%	0%	1%	7%	5%	0%	4%	0% to 7%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0% to 5%
SD LU:	3%	10%	0%	0%	0%	0%	0%	8%	3%	0%	0%	0% to 10%
Outbound LU:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0% to 2%
Meta Descr.:	4%	4%	5%	0%	9%	4%	7%	0%	6%	4%	2%	0% to 9%
Meta Keyw.:	8%	10%	12%	0%	10%	5%	14%	7%	13%	13%	14%	0% to 14%
First Sentence:	5%	2%	0%	0%	7%	0%	0%	0%	0%	0%	3%	0% to 7%
HTML Comm.:	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	all 0%

Search term: "insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	22%	36%	20%	11%	13%	10%	20%	20%	25%	33%	17%	10% to 36%
Body Text:	7%	4%	2%	2%	3%	3%	3%	4%	3%	3%	4%	2% to 4%
H1 Texts:	33%	0%	17%	11%	0%	20%	20%	33%	0%	0%	0%	0% to 33%
Domain:	100%	100%	100%	0%	0%	100%	100%	0%	0%	0%	0%	0% to 100%
Page URL:	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	0% to 25%
H2-H6 Texts:	27%	14%	3%	2%	0%	0%	13%	0%	0%	0%	5%	0% to 14%
IMG ALT:	20%	5%	33%	17%	8%	3%	35%	0%	0%	0%	0%	0% to 35%
Bold Text:	11%	0%	0%	0%	0%	0%	0%	10%	0%	10%	9%	0% to 10%
SD LT:	25%	6%	2%	6%	0%	3%	11%	9%	3%	7%	8%	0% to 11%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	25%	0% to 25%
SD LU:	17%	4%	32%	10%	32%	7%	16%	9%	0%	17%	11%	0% to 32%
Outbound LU:	0%	25%	0%	0%	0%	15%	20%	2%	8%	12%	2%	0% to 25%
Meta Descr.:	6%	8%	5%	4%	9%	4%	13%	4%	9%	15%	5%	4% to 15%
Meta Keyw.:	31%	38%	28%	0%	34%	38%	25%	10%	38%	26%	21%	0% to 38%
First Sentence:	20%	5%	5%	0%	7%	2%	7%	0%	0%	8%	6%	0% to 8%
HTML Comm.:	4%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0% to 3%

Keywords "pet", "health" or "insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	19%	21%	17%	11%	10%	10%	17%	20%	21%	22%	14%	10% to 22%

Table: Keyword density

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Body Text:	5%	5%	2%	2%	4%	3%	3%	4%	3%	2%	4%	2% to 5%
H1 Texts:	33%	10%	11%	7%	6%	20%	20%	33%	17%	7%	0%	0% to 33%
Domain:	67%	67%	67%	33%	67%	67%	67%	0%	0%	0%	33%	0% to 67%
Page URL:	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	0% to 25%
H2-H6 Texts:	18%	10%	4%	5%	0%	0%	13%	1%	7%	0%	7%	0% to 13%
IMG ALT:	20%	5%	24%	11%	8%	6%	23%	0%	0%	0%	4%	0% to 24%
Bold Text:	11%	0%	0%	0%	0%	0%	2%	7%	0%	7%	7%	0% to 7%
SD LT:	21%	8%	2%	5%	0%	2%	8%	8%	6%	4%	7%	0% to 8%
Outbound LT:	0%	0%	0%	0%	0%	0%	0%	14%	0%	1%	17%	0% to 17%
SD LU:	14%	9%	21%	13%	21%	4%	8%	8%	3%	9%	10%	3% to 21%
Outbound LU:	0%	17%	6%	4%	2%	13%	27%	3%	7%	8%	6%	2% to 27%
Meta Descr.:	6%	7%	6%	3%	9%	4%	11%	3%	9%	7%	6%	3% to 11%
Meta Keyw.:	23%	22%	21%	0%	21%	21%	21%	8%	29%	20%	24%	0% to 29%
First Sentence:	17%	5%	3%	4%	4%	2%	6%	0%	0%	4%	6%	0% to 6%
HTML Comm.:	3%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%	0% to 2%

Table: Keyword position

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	64	41	n/a	1	22	n/a	1	16	n/a	29	n/a to 64
Body Text:	1	n/a	938	n/a	829	1,065	1,106	205	568	n/a	708	n/a to 1,106
H1 Texts:	1	n/a	n/a	n/a	n/a	1	n/a	1	n/a	n/a	n/a	n/a to 1
Domain:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
H2-H6 Texts:	89	n/a	n/a	n/a	n/a	n/a	36	n/a	n/a	n/a	218	n/a to 218
IMG ALT:	1	n/a	158	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 158
Bold Text:	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SD LT:	1	n/a	n/a	n/a	n/a	n/a	n/a	175	323	n/a	759	n/a to 759
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	13	n/a	n/a	n/a	n/a to 13
SD LU:	781	n/a	n/a	n/a	n/a	n/a	n/a	96	n/a	n/a	n/a	n/a to 96
Outbound LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Meta Descr.:	6	n/a	52	n/a	1	9	83	n/a	121	151	n/a	n/a to 151
Meta Keyw.:	16	15	50	n/a	36	16	46	n/a	16	46	16	n/a to 50
First Sentence:	1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Search term: "pet"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	1	12	1	1	1	22	1	1	1	13	1	1 to 22
Body Text:	1	5	103	37	146	89	13	205	134	13	1	1 to 205
H1 Texts:	1	35	16	17	21	1	5	1	19	15	n/a	n/a to 35
Domain:	1	1	6	1	1	8	1	n/a	n/a	n/a	1	n/a to 8
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	20	n/a	n/a	n/a	n/a to 20
H2-H6 Texts:	11	82	22	180	n/a	n/a	36	48	23	n/a	19	n/a to 180
IMG ALT:	1	5	7	1	1	138	1	n/a	n/a	n/a	15	n/a to 138
Bold Text:	1	n/a	n/a	n/a	n/a	n/a	31	55	n/a	5	138	n/a to 138
SD LT:	1	6	89	34	n/a	211	11	175	124	11	1	n/a to 211
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	2	n/a	75	24	n/a to 75
SD LU:	66	20	1	265	9	96	29	75	142	21	1	1 to 265
Outbound LU:	n/a	1	16	44	104	43	7	138	49	5	109	1 to 138
Meta Descr.:	6	29	52	12	1	9	15	4	19	151	19	1 to 151
Meta Keyw.:	1	1	1	n/a	1	1	1	1	1	1	1	n/a to 1
First Sentence:	1	5	96	33	n/a	83	10	n/a	n/a	10	1	n/a to 96
HTML Comm.:	94	n/a	n/a	n/a	n/a	453	17	n/a	380	n/a	n/a	n/a to 453

Search term: "health"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document	5	68	45	n/a	5	26	n/a	5	20	n/a	33	n/a to 68

Table: Keyword position

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

Search term: "pet health insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Title:												
Body Text:	5	269	942	1,322	25	1,069	1,110	209	140	436	184	25 to 1,322
H1 Texts:	5	39	n/a	n/a	n/a	5	n/a	5	11	21	n/a	n/a to 39
Domain:	n/a	n/a	n/a	n/a	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 5
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	23	n/a	n/a	n/a	n/a to 23
H2-H6 Texts:	93	n/a	n/a	186	n/a	n/a	40	n/a	27	n/a	64	n/a to 186
IMG ALT:	5	n/a	162	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a to 162
Bold Text:	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
SD LT:	5	250	n/a	n/a	n/a	n/a	826	179	130	n/a	135	n/a to 826
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	17	n/a	n/a	n/a	n/a to 17
SD LU:	302	47	n/a	n/a	n/a	n/a	n/a	78	147	n/a	n/a	n/a to 147
Outbound LU:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	159	n/a to 159
Meta Descr.:	10	88	56	n/a	5	13	87	n/a	71	155	64	n/a to 155
Meta Keyw.:	20	19	54	n/a	40	20	50	15	20	50	20	n/a to 54
First Sentence:	5	264	n/a	n/a	24	n/a	n/a	n/a	n/a	n/a	174	n/a to 264
HTML Comm.:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Search term: "insurance"

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	12	16	5	5	12	33	5	12	5	17	5	5 to 33
Body Text:	12	9	107	483	32	93	17	216	330	17	109	9 to 483
H1 Texts:	12	n/a	20	21	n/a	12	17	12	n/a	n/a	n/a	n/a to 21
Domain:	4	4	9	n/a	n/a	11	8	n/a	n/a	n/a	n/a	n/a to 11
Page URL:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4	n/a	n/a	n/a	n/a to 4
H2-H6 Texts:	15	86	86	243	n/a	n/a	47	n/a	n/a	n/a	33	n/a to 243
IMG ALT:	12	9	11	11	5	228	21	n/a	n/a	n/a	n/a	n/a to 228
Bold Text:	12	n/a	n/a	n/a	n/a	n/a	n/a	23	n/a	9	142	n/a to 142
SD LT:	12	10	93	462	n/a	215	15	186	277	15	61	n/a to 462
Outbound LT:	n/a	n/a	n/a	n/a	n/a	n/a	n/a	24	n/a	n/a	27	n/a to 27
SD LU:	70	24	5	268	13	100	95	59	n/a	25	70	n/a to 268
Outbound LU:	n/a	4	n/a	n/a	n/a	46	19	264	52	12	375	n/a to 375
Meta Descr.:	17	33	63	16	12	20	19	8	23	13	33	8 to 63
Meta Keyw.:	5	5	5	n/a	5	5	5	5	5	5	5	n/a to 5
First Sentence:	12	9	100	n/a	31	87	14	n/a	n/a	14	101	n/a to 101
HTML Comm.:	97	n/a	n/a	n/a	n/a	457	425	n/a	n/a	n/a	n/a	n/a to 457

Table: Number of words

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	9	11	10	9	16	10	10	5	8	3	12	3 to 16
Body Text:	1,194	425	552	626	242	476	554	957	367	347	879	242 to 957
H1 Texts:	3	13	6	9	6	5	5	3	4	9	0	0 to 13
Domain:	1	1	1	1	1	1	1	2	1	1	1	1 to 2
Page URL:	0	0	0	0	0	0	0	4	0	0	0	0 to 4
H2-H6 Texts:	15	37	36	49	0	0	8	29	25	0	64	0 to 64
IMG ALT:	5	62	21	6	12	30	20	4	0	0	15	0 to 62
Bold Text:	18	2	0	21	2	0	15	20	27	10	23	0 to 27
SD LT:	184	151	87	105	13	33	116	213	58	72	164	13 to 213
Outbound LT:	0	5	4	12	6	10	1	22	10	23	4	1 to 23
SD LU:	255	190	74	48	28	120	154	244	40	102	186	28 to 244
Outbound LU:	0	8	6	9	15	13	5	65	25	78	48	5 to 78
Meta Descr.:	49	24	39	23	11	27	15	54	35	27	63	11 to 63
Meta Keyw.:	13	21	25	0	61	21	52	31	8	46	14	0 to 61
First Sentence:	167	58	22	9	15	44	73	23	9	63	105	9 to 105
HTML Comm.:	49	69	0	1	0	107	97	10	131	32	41	0 to 131

Table: Number of characters

This chapter lists the analyzed keyword ranking factors in tabular form.

(LT = link text, LU = link URL, SD = same domain.)

	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Document Title:	58	83	60	46	115	61	57	42	58	25	57	25 to 115
Body Text:	6,816	2,870	3,160	3,867	1,518	2,803	3,393	6,604	2,384	2,101	5,507	1,518 to 6,604
H1 Texts:	20	65	33	48	35	30	34	20	24	58	0	0 to 65
Domain:	15	12	17	8	14	19	16	17	10	11	9	8 to 19
Page URL:	0	0	0	0	0	0	0	34	0	0	0	0 to 34
H2-H6 Texts:	151	357	251	332	0	0	65	281	218	0	387	0 to 387
IMG ALT:	33	375	217	52	75	236	189	47	0	0	139	0 to 375
Bold Text:	121	11	0	270	13	0	105	145	163	66	247	0 to 270
SD LT:	1,678	1,348	594	856	134	398	838	1,890	516	510	1,408	134 to 1,890
Outbound LT:	0	36	36	60	63	46	1	162	78	108	40	1 to 162
SD LU:	2,064	1,593	670	1,194	263	1,146	1,222	2,315	459	794	1,645	263 to 2,315
Outbound LU:	0	84	60	93	129	143	48	445	251	548	399	48 to 548
Meta Descr.:	292	150	226	147	63	187	102	313	227	171	403	63 to 403
Meta Keyw.:	88	148	174	0	462	146	356	221	57	313	110	0 to 462
First Sentence:	1,100	350	113	58	74	253	449	168	50	367	676	50 to 676
HTML Comm.:	423	597	0	31	0	992	1,123	119	1,004	515	495	0 to 1,123

Table: Ranking factors digest

This chapter shows some of the search engine ranking factors in tabular form. Some of the values may have been abbreviated by using "k" which means that the value must be multiplied by 1000. ("n/a" means "data not available".)

Digest												
	Your Site	1	2	3	4	5	6	7	8	9	10	Range
Number of inbound links according to these search engines (the more the better)												
Alexa:	91	605	96	288	86	158	188	607	40	396	52	40 to 607
Google.com :	14	323	40	129	8	78	76	n/a	92	313	287	8 to 323
Yahoo.com:	3k	11k	2k	4k	2k	5k	6k	n/a	2k	10k	45k	2k to 45k
Links from social networks (the more the better)												
Del.icio.us:	1	197	28	35	20	34	61	16	3	16	8	3 to 197
Digg:	9	9	0	12	0	2	2	6k	0	0	0	0 to 6k
Other ranking factors results (the older or the lower the better)												
Web Site Age:	May 2007	Jan 1997	Oct 2006	May 2003	May 2000	Aug 2003	Feb 1999	Mar 1999	Feb 2001	Nov 2001	Sep 2004	Jan 1997 to Oct 2006
Server Speed:	n/a	6.31s	0.48s	1.60s	1.06s	n/a	1.09s	4.89s	n/a	0.69s	n/a	0.48s to 6.31s
Alexa Traffic Rank:	1,299k	73k	352k	229k	1,282k	356k	335k	77	431k	815k	873k	77 to 1,282k